

This listing of claims will replace all prior versions, and listings, of claims in the application:

The Status of the Claims

1. (Currently Amended) A method of conducting an incentivized trivia contest to increase the effectiveness of advertising, comprising:

storing in a computer system a first set of trivia questions relating to advertising content;

additionally storing in the computer system a second set of trivia questions relating to show content;

generating a survey template to include a first value indicative of a first number of program content questions to be asked of a user and a second value indicative of a second number of advertising content questions to be asked of the user;

receiving an identification of a program in connection with a request to take a survey;

accessing a data store using the identification of the program to determine an advertisement that was aired during a broadcast of the program;

selecting a first subset of [[the]] a first set of trivia questions associated with the program to be included in the survey, wherein the first subset is substantially equal in number to the first value of the survey template;

selecting a second subset of [[the]] a second set of trivia questions associated with the advertisement to be included in the survey, wherein the second subset is substantially equal in number to the second value of the survey template;

transmitting the first subset of trivia questions and the second subset of trivia questions survey to a member the user and receiving the member's one or more responses thereto to the survey via a communication medium;

scoring the member's performance in response to the subsets of trivia questions one or more responses; and[[,]]

providing incentives an incentive to the member user based upon on results of the scoring.

2. (Cancelled).

3. (Previously Presented) The method in accordance with 1, wherein the broadcast comprises a television broadcast.

4. (Previously Presented) The method in accordance with 1, wherein the broadcast comprises a radio broadcast.

5. (Previously Presented) The method in accordance with 1, wherein the broadcast comprises a display of multimedia content via a network connection.

6. (Previously Presented) The method in accordance with 5, wherein the network connection comprises an internet connection.

7. (Previously Presented) The method in accordance with 1, wherein the communication medium comprises an internet connection.

8. (Previously Presented) The method in accordance with 1, wherein the communication medium comprises interactive television.

9. (Previously Presented) The method in accordance with 1, wherein the communication medium comprises a set-top box.

10. (Previously Presented) The method in accordance with 1, wherein the communication medium comprises a wireless device.

11. (Previously Presented) The method in accordance with 1, wherein the communication medium comprises a data network.

12. (Currently Amended) A method of using a user profile to conduct a trivia contest, comprising:

~~storing in a computer system a first set of trivia questions relating to advertising content;~~

~~additionally storing in the computer system a second set of trivia questions relating to show content;~~

generating a survey template to include a first value indicative of a first number of program content questions to be asked of a user and a second value indicative of a second number of advertising content questions to be asked of the user;

receiving an identification of a program in connection with a request to take a survey; accessing a data store using the identification of the program to determine an advertisement that was aired during a broadcast of the program;

~~storing in the computer system a demographic profile of at least one member;~~
~~using [[the]] a demographic profile associated with the user to select a first subset of [[the]] a first set of trivia questions associated with the program to be included in the survey, wherein the first subset is substantially equal in number to the first value of the survey template; [[and]]~~

using the demographic profile associated with the user to select a second subset of [[the]] a second set of trivia questions associated with the advertisement to ask the member to be included in the survey, wherein the second subset is substantially equal in number to the second value of the survey template; and[[],]

~~transmitting the first subset of trivia questions and the second subset of trivia questions survey to the member user and receiving the member's one or more responses thereto to the survey via a communication medium.~~

**Response to the Office action dated March 11, 2009
U.S. Serial No. 09/917,792**

13. (Cancelled).

14. (Currently amended) A method of determining advertising performance, comprising:

~~storing in a computer system a first set of trivia questions relating to advertising content;~~

~~additionally storing in the computer system a second set of trivia questions relating to show content;~~

generating a survey template to include a first value indicative of a first number of program content questions to be asked of a user and a second value indicative of a second number of advertising content questions to be asked of the user;

receiving an identification of a program in connection with a request to take a survey; accessing a data store using the identification of the program to determine an advertisement that was aired during a broadcast of the program;

selecting a first subset of [[the]] a first set of trivia questions associated with the program [[and]] to be included in the survey, wherein the first subset is substantially equal in number to the first value of the survey template;

selecting a second subset of [[the]] a second set of trivia questions associated with the advertisement to ask a member to be included in the survey, wherein the second subset is substantially equal in number to the second value of the survey template;

transmitting the first subset of trivia questions and the second subset of trivia questions the survey to the member user and receiving the member's one or more responses thereto to the survey via a communication medium; and

determining advertising performance based upon on the member's answers to the one or more responses to the subsets of trivia questions.

15. (Currently Amended) A method of determining the effectiveness of product placement, comprising:

~~storing in a computer system a first set of trivia questions relating to a product;~~

~~additionally storing in the computer system a second set of trivia questions relating to show content;~~

generating a survey template to include a first value indicative of a first number of program content questions to be asked of a user and a second value indicative of a second number of placed product questions to be asked of the user;

receiving an identification of a program in connection with a request to take a survey;

~~accessing a data store using the identification of the program to determine an advertisement a product that was aired during a broadcast of placed in the program;~~

selecting a first subset of [[the]] a first set of trivia questions associated with the program to be included in the survey, wherein the first subset is substantially equal in number to the first value of the survey template; [[and]]

selecting a second subset of [[the]] a second set of trivia questions associated with the advertisement placed product to ask a member to be included in the survey, wherein the second subset is substantially equal in number to the second value of the survey template;

transmitting the first subset of trivia questions and the second subset of trivia questions survey to the member user and receiving the member's one or more responses thereto to the survey via a communication medium; and

determining [[the]] an effectiveness of placement of the placed product within the show content program based upon on the member's answers one or more responses to the subsets of trivia questions.

16. (Currently Amended) A method of creating a report indicative of the effectiveness of advertising content, comprising:

~~storing in a computer system a first set of trivia questions relating to the advertising content;~~

~~additionally storing in the computer system a second set of trivia questions relating to show content;~~

~~generating a first value indicative of a first number of program content questions to be asked of a user and a second value indicative of a second number of advertising content questions to be asked of the user;~~

receiving an identification of a program in connection with a request to take a survey;
accessing a data store using the identification of the program to determine an advertisement that was aired during a broadcast of the program;

selecting a first subset of a first set of trivia questions associated with the program to be included in the survey, wherein the first subset is substantially equal in number to the first value;

selecting a second subset of a second set of trivia questions associated with the advertisement to be included in the survey, wherein the second subset is substantially equal in number to the second value;

transmitting the first subset of trivia questions and the second subset of trivia questions survey to a member the user and receiving the member's one or more responses thereto to the survey via a communication medium; and

creating a report indicative of an effectiveness of the advertising content based at least in part on the member's one or more responses as a measure of the effectiveness.

17. (Currently Amended) The method of creating a report in accordance with 16, wherein ~~the step of creating [[a]] the~~ report further comprises using a plurality of demographic profiles to create the report.

18. (Previously Presented) The method in accordance with 16, wherein the advertising content comprises a commercial.

19. (Currently Amended) The method in accordance with 16, wherein the advertising content comprises placement of a product within the ~~show program~~ content.

20. (Currently Amended) A method of conducting an incentivized trivia contest to increase the effectiveness of advertising content, determine advertising content performance, and determine show content performance, comprising:

storing in a computer system a first set of trivia questions relating to advertising content;

additionally storing in the computer system a second set of trivia questions relating to show content;

storing in the computer system a demographic profile of at least one member; generating a first value indicative of a first number of program content questions to be asked of a user and a second value indicative of a second number of advertising content questions to be asked of the user;

receiving an identification of a program in connection with a request to take a survey; accessing a data store using the identification of the program to determine an advertisement that was aired during a broadcast of the program;

using the demographic profile to select a first subset of [[the]] a first set of trivia questions associated with the program to be included in the survey, wherein the first subset is substantially equal in number to the first value; [[and]]

using the demographic profile to select a second subset of [[the]] a second set of trivia questions associated with the advertisement to ask a member who has received the broadcast to be included in the survey, wherein the second subset is substantially equal in number to the second value;

transmitting the subset of the first trivia questions and the subset of the second trivia questions survey to the member user and receiving the member's one or more responses thereto to the survey via a communication medium;

scoring the member's performance in response one or more responses to the first subset of the first trivia questions and the second subset of the second trivia questions; providing incentives to the member user based upon on results of the scoring; and[[.,]] using answers the one or more responses to the first subset of trivia questions and the second subset of trivia questions to create a report indicative of an effectiveness of the advertising content.

21-24. (Cancelled).

25. (Cancelled).

26. (Previously Presented) The method in accordance with 1, wherein the transmitting is performed at a time after the broadcast.

27-29. (Cancelled).

30. (Currently Amended) A method, comprising:

~~storing in a computer system a first set of trivia questions relating to advertising content;~~

~~additionally storing in the computer system a second set of trivia questions relating to show content;~~

~~generating a first value indicative of a first number of program content questions to be asked of a user and a second value indicative of a second number of advertising content questions to be asked of the user;~~

receiving an identification of a program;

accessing a data store using the identification of the program to determine an advertisement that was aired during a broadcast of the program;

selecting a first team comprising a first plurality of members;

~~selecting a second team comprising a second plurality of members, wherein no member is included in both the first team and the second team;~~

~~selecting a first subset of [[the]] a first set of trivia questions associated with the program to be included in a first survey to be taken by each member of the first team, wherein the first subset is substantially equal in number to the first value; [[and]]~~

~~selecting a second subset of [[the]] a second set of trivia questions associated with the advertisement to ask each member of the first team and each member of the second team to be included in a second survey to be taken by each member of the second team, wherein the second subset is substantially equal in number to the value;~~

~~transmitting the first subset of trivia questions and the second subset of trivia questions survey to each member of the first team and transmitting the second survey to each member of the second team; [[and]]~~

receiving one or more responses from each member of the first team to the first survey and receiving one or more responses from each member of the second team thereto to the second survey via a communication medium;

scoring the responses of each member of the first team and each member of the second team performance in response to the subsets of trivia questions and accumulating to accumulate a first total score for the first team and a second total score for the second team; and[.,]

providing incentives to the each member of the first team based on the first total score and to each member of the second team based on the second total score.

31. (Currently Amended) A method, comprising:

storing in a database of a computer system a first set of trivia questions relating to the content of advertisements for a plurality of broadcast shows;

storing in the database a second set of trivia questions relating to advertisements; generating a survey template to include a first value indicative of a first number of program content questions to be asked of a user and a second value indicative of a second number of advertising content questions to be asked of the user;

receiving a request over a network from the user to answer trivia questions relating to at least one of [[the]] a plurality of broadcast shows programs, wherein the request includes an identification of the one of the plurality of broadcast shows programs;

selecting a first subset of trivia questions relating to the at least one of the plurality of broadcast shows programs from [[the]] a first set of trivia questions, wherein the first subset is substantially equal in number to the first value of the survey template;

identifying an advertisement broadcast during a broadcast of the at least one of the plurality of broadcast shows programs;

selecting a second subset of trivia questions relating to the advertisement from [[the]] a second set of trivia questions, wherein the second subset is substantially equal in number to the second value of the survey template;

transmitting the subsets of trivia questions to the member user over the network; receiving the member's one or more responses to the subsets of trivia questions over the network;

scoring the member's performance one or more responses in response to the subsets of trivia questions; and,

providing incentives to the member user based upon on results of the scoring.

Please add the following new claims:

32. (New) The method in accordance with 1, further comprising qualifying the program content questions and the advertising content questions by a level of difficulty in the survey template.

33. (New) The method in accordance with 12, further comprising qualifying the program content questions and the advertising content questions by a level of difficulty in the survey template.